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BC Stats

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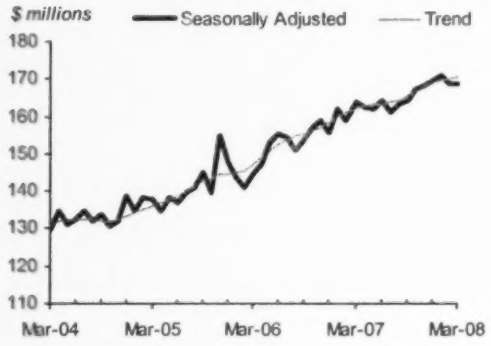
Tourism Sector Monitor ◆ June 2008

Room Revenue

Room revenues in BC continued to lose ground in March (-0.2%). Kootenay (-7.3%) experienced the largest decline, wiping out all of the gains made in the previous month. Accommodations in Cariboo and North Coast (each at -3.1%) also had a less lucrative month, while revenues inched down in Mainland/Southwest (-0.3%) and Thompson/Okanagan (-0.2%). Northern regions led the province in growth, with Northeast (+5.8%) and Nechako (+4.3%) posting substantial increases. In addition, Vancouver Island/Coast (+1.8%) saw revenues rebound following a poor performance in February.

Room revenues dip 0.2% in March



The province's hotels recovered from a downturn in the previous month, as revenues were up 1.6%. Growth was driven mainly by small (1-75 rooms; +3.8%) and very large (251+ rooms; +2.6%) hotels, while returns at mid-sized hotels (76-150 rooms; +0.7%) also advanced. However, large hotels (151-250 rooms; -1.5%) recorded lower revenues for the second straight month. Returns at motels were unchanged while other accommodations, including vacation rentals and fishing lodges, posted a 0.2% decline.

Table 1. Room Revenue
(seasonally adjusted)

Accommodation Type	Mar 08 ($000)	Feb 08 ($000)	% change
Total	168,563	168,891	-0.2
Hotels	127,142	125,194	+1.6
Motels	19,876	19,875	0.0
Other Accommodations	22,818	22,860	-0.2
Regions (Top 3 performers)			
Northeast	5,394	5,100	+5.8
Nechako	978	938	+4.3
Vancouver Island/Coast	28,914	28,414	+1.8

Visitor Entries

Traveller entries through Canada via BC (-2.5%) remained on a downward track in March. US entries were off 1.6% as Americans made fewer same-day and overnight trips (each at -1.6%).

The number of visitors from overseas countries also fell (-5.4%), mainly due to a 6.1% drop in Asian entries. Travel from Oceania, which includes Australia, New Zealand and other South Pacific nations, plummeted (-11.2%). However, the number of European entries rose 2.0%.

Approximately 922,400 Canadians returned home through BC in March, a 6.0% increase compared to the previous month. Total (+6.9%) and same-day (+4.3%) trips to the US

were up and overseas travel by Canadians also increased (+0.3%).

Visitor entries down again in March

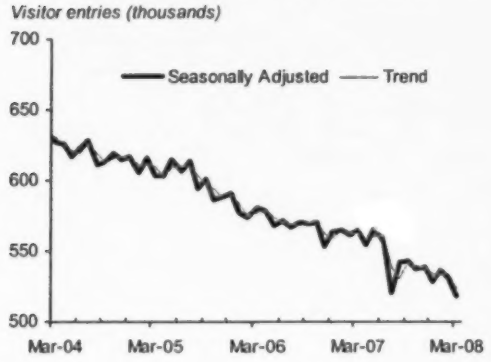


Table 2. Traveller Entries
(seasonally adjusted)

	Mar-08 ('000)	Feb-08 ('000)	% chg from Feb-08
American visitors			
Total	396	403	-1.6
Same-day	132	134	-1.6
Overnight	265	269	-1.6
Overseas visitors			
Total	121	128	-5.4
Europe	43	42	2.0
UK	21	20	4.4
Asia	54	58	-6.1
Japan	14	14	-3.2
Taiwan	4	4	-18.9
Oceania	14	16	-11.2

(BC Stats & Statistics Canada)

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

Other Indicators

The provincial hotel occupancy rate remained unchanged in March at 66.2%. However, the daily room rate inched up (+0.8%) for the fourth consecutive month, averaging $134.90.

Table 3. Other Tourism Indicators
(seasonally adjusted)

	Mar-08	Change from Feb-08
Hotel Industry		
Occupancy rate (%)	66.2	0.0 pp.
Average room charge ($)	134.90	0.8
(Pannell Kerr Forster)		
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	1,559	-0.5
US (trans-border)	383	-3.2
Other International	376	0.2
Canada (domestic)	801	0.4
(YVR)		
Victoria International Airport		
Total traffic	124	-2.7
(Victoria Airport Authority)		
Food Services Receipts	**($ millions)**	**(%)**
All establishments	637	-3.5
(Statistics Canada)		
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles	219	37.4
(Ministry of Transportation & Infrastructure)		
BC Ferries		
Vehicle Volume	705	0.4
Passenger Volume	1,791	0.2
(BC Ferries)		
Exchange Rates	**Cdn $**	
US $	0.998	0.00
UK Pound	0.498	-0.01
Japanese Yen	100.583	-6.61
Australian $	1.081	-0.01
(Statistics Canada)		

Note: pp. percentage points

Note to readers: all data in the *Tourism Sector Monitor* are reported on a **seasonally adjusted** basis.

Passenger traffic through the Victoria (-2.7%) and Vancouver (-0.5%) airports was down, while BC Ferries saw an increase in vehicle (+0.4%) and passenger (+0.2%) volume. The number of passenger vehicles travelling along the Coquihalla Highway climbed 37.4%, as the route returned to normal operation after an eight-day closure in February.

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Receipts in the province's food services and drinking places industry slumped (-3.5%, *seasonally adjusted*), ending a two-month-long upturn. A drop in revenues at food service establishments offset higher sales at drinking places.

A look ahead—April 2008

Early returns indicate that room revenues fell (-0.5%) for the third straight month in April. Lower receipts in Vancouver Island/Coast (-2.6%) and Mainland/ Southwest (-1.3%), which together account for about 70% of the provincial total, were enough to counteract increases in five regions. Specifically, Northeast (+4.6%) and Thompson/Okanagan (+2.9%) saw the highest growth, while North Coast (+1.3%), Nechako (+1.0%) and Cariboo (+0.7%) showed more moderate increases. In Kootenay, revenues inched down 0.4%.

Hotel operators saw revenues slip (-0.9%) in April. Although large (151-250 rooms; +3.1%) and mid-sized (76-150 rooms; +1.1%) hotels posted gains, a significant downturn at very large hotels (251+ rooms; -4.3%) pulled down total returns in the industry. Motels (-2.8%) and vacation rentals (-2.3%) experienced a drop in business, while other accommodations (-8.0%) also recorded lower revenues.

Visitor entries to Canada through BC were flat (0.0%) in April following two months of declines. Same-day visits from the US (+3.9%) advanced, while overnight trips (-2.8%) fell for the third straight month. Overall, total US entries dipped 0.6%. However, there were more travellers from overseas countries (+1.8%), reflecting a double-digit increase (+16.6%) in the number of visitors from Oceania. Asian entries (-3.5%) were down but visitation from Europe (+0.5%) inched up.

In April, the Victoria airport experienced a 3.5% jump in passenger volume while the number of travellers through the Vancouver airport declined (-0.5%). Both passenger (-0.9%) and vehicle (-0.6%) volume aboard BC Ferries decreased. In addition, the number of passenger vehicles passing through the toll booths on the Coquihalla Highway fell (-1.8%).

About preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

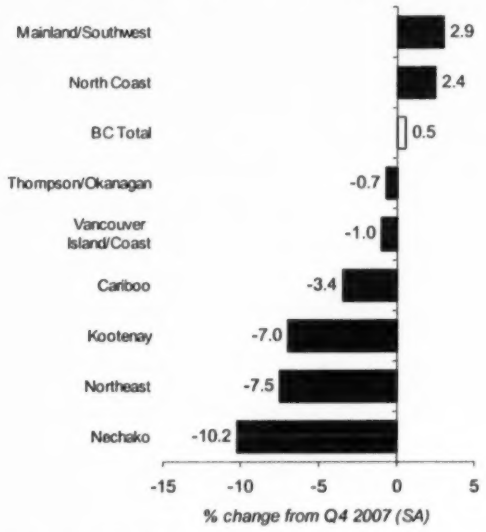
How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: First Quarter Review of BC's Tourism Sector

Room Revenue

Room revenue growth slowed (+0.5%) in the first quarter of 2008 on the heels of a 3.5% increase in the previous quarter. Although Mainland/Southwest showed the largest gain (+2.9%), this was about half the rate recorded in the fourth quarter of 2007 (+5.2%). Accommodations in North Coast also began the year on a high note, as revenues climbed 2.4%. However, other regions of the province did not fare as well. Nechako (-10.2%) experienced a double-digit drop, ending six consecutive quarters of increases, while Northeast (-7.5%) and Kootenay (-7.0%) posted substantial declines. Cariboo (-3.4%) recorded the largest quarterly decrease in five years, and returns also fell in Vancouver Island/Coast (-1.0%) and Thompson/Okanagan (-0.7%).

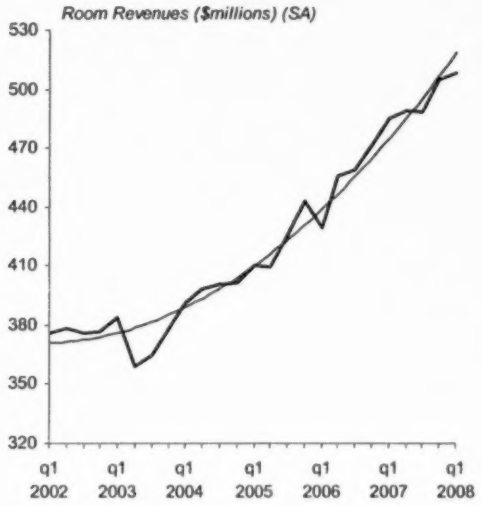
Mainland/Southwest and North Coast were the only regions to post gains



Data Source: BC Stats

Room revenues totalled approximately $508 million during the January to March 2008 period. Since 2002, quarterly room revenues have only declined five times, reflecting the continued strength of BC's accommodation sector.

Room revenues advanced for the second straight quarter

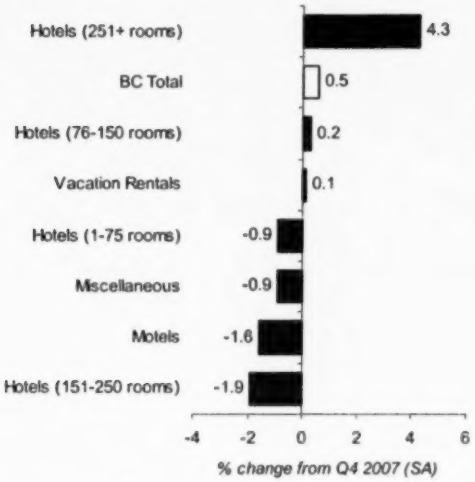


Data Source: BC Stats

Hotel receipts (+1.2%) continued to trend up in the first quarter. Very large hotels (251+ rooms; +4.3%) led the industry in growth and outperformed all other types of accommodation. Mid-sized hotels (76-150 rooms; +0.2%) also posted higher returns, while large (151-250 rooms; -1.9%) and small (1-75 rooms; -0.9%) hotels saw a drop in business.

After posting strong growth (+4.2%) in the fourth quarter of 2007, room revenues at motels were down 1.6%. Receipts at vacation rentals inched up 0.1%, while bed & breakfasts, fishing lodges and other short-term accommodation experienced a 0.9% drop.

Very large hotels led all accommodations in room revenue growth



Data Source: BC Stats

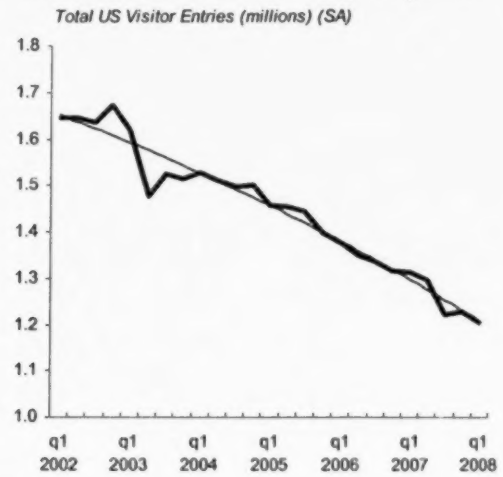
Visitor Entries

Visitor entries to Canada through BC border crossings remained on a downward track (-1.2%, *seasonally adjusted*) in the first quarter. US entries slipped (-1.9%) after inching up 0.5% in the previous quarter, as there were fewer Americans on same-day (-1.7%) and overnight (-1.9%) trips.

The number of guests from overseas countries rebounded (+0.9%) due to an influx of Europeans (+2.9%) visiting the province. Asian entries (+0.1%) were relatively unchanged and visitation from Oceania fell (-4.6%).

The number of Canadians returning to the country via BC inched down (-0.1%) for the first time since the first quarter of 2007. Travel from the US also declined (-0.9%) following a 19.0% jump in the previous quarter. However, there were more visitors returning from overseas countries (+5.4%).

US entries down 1.9% in the first quarter



Data Source: Statistics Canada

Other Indicators

In BC, hotel occupancy rates averaged 66.6% (*seasonally adjusted*) in the first quarter, down 0.9 percentage points. However, the daily room rate was 1.5% higher compared to the previous quarter, averaging $133.90.

The Vancouver airport recorded a 3.7% increase in passenger volume, while traffic through the Victoria airport fell (-0.5%) for the first time since the fourth quarter of 2006. BC Ferries saw a drop in both passenger (-1.0%) and vehicle (-0.8%) volume. The number of passenger vehicles travelling along the Coquihalla Highway plummeted (-13.5%) due in part to an avalanche that closed the route for eight days in February.

Employment growth in the major tourism-related industries was mixed during the first three months of 2008. The air transportation (-1.4%) and arts, entertainment & recreation (-0.8%) industries shed jobs, while the food & beverage services (+1.6%) and accommodation (+0.1%) industries posted

employment gains for the fourth straight quarter.

BC's food services and drinking places industry recorded higher receipts (+1.1%), as an increase in revenues at food service establishments offset lower sales at bars, nightclubs and taverns.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,536	1,043,209	306,729	97,163	61,109	28,301	12,406	67,468	1,967,921
Annual growth rates									
2003	1.6	-4.8	3.7	0.6	-3.4	1.8	1.0	22.0	-1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	-1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.1	7.9	29.1	18.4	-7.0	8.4
Monthly data									
Mar-07	29,415	87,004	25,815	7,947	5,037	2,351	1,019	5,362	163,951
Apr-07	29,496	87,137	24,991	7,421	4,736	2,346	994	5,602	162,723
May-07	29,324	85,400	24,978	7,922	5,148	2,232	1,136	5,806	161,947
Jun-07	29,322	86,427	25,885	8,233	4,910	2,465	993	6,033	164,269
Jul-07	29,719	83,713	25,327	8,052	4,837	2,443	1,037	5,954	161,083
Aug-07	28,639	86,204	25,590	8,179	5,016	2,524	1,067	6,052	163,270
Sep-07	29,644	87,101	25,215	8,108	4,930	2,442	1,067	5,647	164,154
Oct-07	29,392	89,806	25,320	8,394	5,396	2,464	1,074	5,637	167,483
Nov-07	29,538	88,837	26,273	9,037	5,565	2,424	1,090	5,528	168,293
Dec-07	29,062	91,620	25,868	8,429	5,621	2,473	1,032	5,661	169,766
Jan-08	29,765	92,779	26,305	7,985	5,459	2,503	955	5,076	170,827
Feb-08	28,414	92,855	25,329	8,333	5,362	2,559	938	5,100	168,891
Mar-08	28,914	92,591	25,283	7,725	5,198	2,480	978	5,394	168,563
Month-over-month growth rates									
Mar-07	2.8	2.6	2.9	3.8	1.3	16.4	9.9	15.4	3.3
Apr-07	0.3	0.2	-3.2	-6.6	-6.0	-0.2	-2.5	4.5	-0.7
May-07	-0.6	-2.0	-0.1	6.8	8.7	-4.8	14.3	3.6	-0.5
Jun-07	0.0	1.2	3.6	3.9	-4.6	10.5	-12.6	3.9	1.4
Jul-07	1.4	-3.1	-2.2	-2.2	-1.5	-0.9	4.4	-1.3	-1.9
Aug-07	-3.6	3.0	1.0	1.6	3.7	3.3	2.9	1.6	1.4
Sep-07	3.5	1.0	-1.5	-0.9	-1.7	-3.2	0.0	-6.7	0.5
Oct-07	-0.9	3.1	0.4	3.5	9.4	0.9	0.7	-0.2	2.0
Nov-07	0.5	-1.1	3.8	7.7	3.1	-1.6	1.5	-1.9	0.5
Dec-07	-1.6	3.1	-1.5	-6.7	1.0	2.0	-5.3	2.4	0.9
Jan-08	2.4	1.3	1.7	-5.3	-2.9	1.2	-7.5	-10.3	0.6
Feb-08	-4.5	0.1	-3.7	4.4	-1.8	2.2	-1.9	0.5	-1.1
Mar-08	1.8	-0.3	-0.2	-7.3	-3.1	-3.1	4.3	5.8	-0.2

March month-over-month percent growth

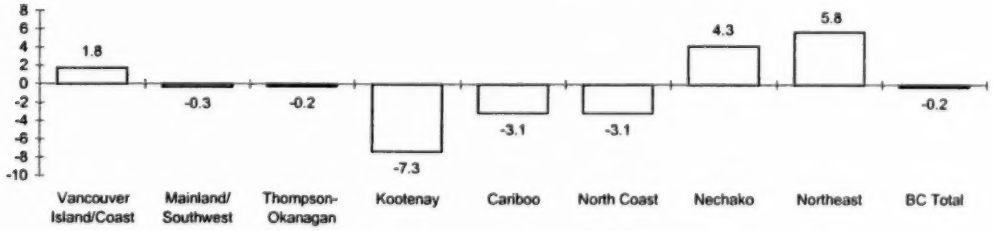


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2003	437,158	180,831	297,417	174,343	181,554	119,345	95,022
2004	467,820	198,608	321,679	185,804	195,070	123,473	98,502
2005	481,581	211,406	346,528	203,166	210,861	134,245	100,555
2006	506,995	230,059	379,442	221,126	234,346	135,407	107,938
2007	535,478	251,128	425,146	238,654	244,151	149,385	123,979
Annual growth rates							
2003	-6.1	-4.0	0.1	0.0	-0.2	6.3	9.4
2004	7.0	9.8	8.2	6.6	7.4	3.5	3.7
2005	2.9	6.4	7.7	9.3	8.1	8.7	2.1
2006	5.3	8.8	9.5	8.8	11.1	0.9	7.3
2007	5.6	9.2	12.0	7.9	4.2	10.3	14.9
Monthly data							
Mar-07	44,195	21,155	34,455	19,290	20,382	12,710	10,397
Apr-07	44,832	20,914	34,699	19,823	20,565	12,459	10,012
May-07	42,429	21,326	35,288	20,547	20,191	12,542	10,205
Jun-07	43,635	20,849	35,263	20,293	20,264	13,110	10,239
Jul-07	42,121	20,615	35,425	20,085	19,362	12,590	10,292
Aug-07	43,219	20,360	35,870	20,036	19,684	12,681	10,537
Sep-07	45,370	20,968	36,152	20,124	19,649	12,464	10,360
Oct-07	46,346	22,159	36,608	20,237	20,080	12,313	10,398
Nov-07	45,479	21,037	36,734	19,894	20,350	12,081	10,809
Dec-07	48,798	20,636	36,861	19,936	20,742	12,827	10,776
Jan-08	49,059	21,088	36,796	19,958	20,456	12,849	10,419
Feb-08	48,139	20,923	36,709	19,423	19,875	12,576	10,285
Mar-08	49,410	20,612	36,965	20,155	19,876	11,835	10,983
Month-over-month growth rates							
Mar-07	-1.1	2.8	1.5	1.1	-3.0	9.8	5.8
Apr-07	1.4	-1.1	0.7	2.8	0.9	-2.0	-3.7
May-07	-5.4	2.0	1.7	3.7	-1.8	0.7	1.9
Jun-07	2.8	-2.2	-0.1	-1.2	0.4	4.5	0.3
Jul-07	-3.5	-1.1	0.5	-1.0	-4.5	-4.0	0.5
Aug-07	2.6	-1.2	1.3	-0.2	1.7	0.7	2.4
Sep-07	5.0	3.0	0.8	0.4	-0.2	-1.7	-1.7
Oct-07	2.2	5.7	1.3	0.6	2.2	-1.2	0.4
Nov-07	-1.9	-5.1	0.3	-1.7	1.3	-1.9	4.0
Dec-07	7.3	-1.9	0.3	0.2	1.9	6.2	-0.3
Jan-08	0.5	2.2	-0.2	0.1	-1.4	0.2	-3.3
Feb-08	-1.9	-0.8	-0.2	-2.7	-2.8	-2.1	-1.3
Mar-08	2.6	-1.5	0.7	3.8	0.0	-5.9	6.8

March month-over-month percent growth

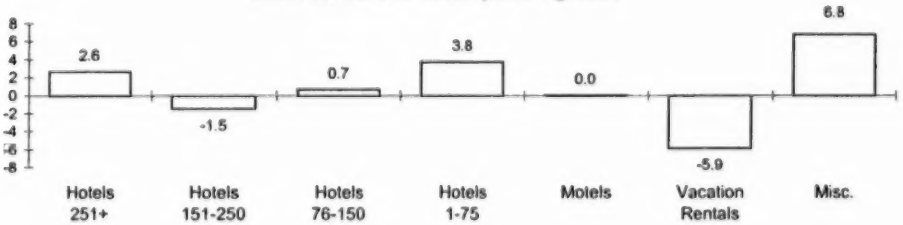


Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000) Mar-08	Revenue ($000) YTD 08	Revenue % change from Mar-07	Revenue % change from YTD 07	Properties (#) Mar-08	Properties # chg from Mar-07	Rooms (#) Mar-08	Rooms # chg from Mar-07
Vancouver Island/Coast								
17 Capital								
Total - All accommodation types	**11,556**	**26,820**	**-6.0**	**-2.9**	**155**	**-2**	**8,060**	**-99**
Total - Hotels	9,574	22,318	-7.1	-3.7	65	-1	5,501	-5
76+ Rooms	7,314	16,864	-8.9	-6.2	26	0	3,927	0
1-75 Rooms	2,260	5,453	-1.0	5.3	39	-1	1,574	-5
Motels	1,016	2,562	-8.8	-0.9	21	-4	929	-138
Vacation Rentals	265	572	13.8	16.7	28	-1	322	-7
19 Cowichan Valley								
Total - All accommodation types	**691**	**1,715**	**9.2**	**3.9**	**32**	**-3**	**649**	**-24**
Motels	178	364	17.5	-6.9	14	-1	298	-4
21 Nanaimo								
Total - All accommodation types	**3,199**	**7,792**	**2.1**	**5.1**	**63**	**3**	**2,681**	**318**
Total - Hotels	1,726	4,482	-5.6	0.7	19	1	1,244	149
Motels	588	1,470	-3.0	3.3	24	1	650	43
Vacation Rentals	718	1,553	34.2	21.1	16	1	685	153
23 Alberni-Clayoquot								
Total - All accommodation types	**2,785**	**6,413**	**2.0**	**3.5**	**59**	**2**	**1,434**	**53**
Motels	227	606	4.8	19.0	19	0	379	-5
Vacation Rentals	1,207	2,586	0.5	1.2	19	2	377	20
Miscellaneous	506	1,273	-7.6	-7.6	11	-1	233	28
25 Comox-Strathcona								
Total - All accommodation types	**2,533**	**6,798**	**-0.1**	**2.4**	**64**	**6**	**1,657**	**83**
Total - Hotels	1,013	2,927	1.2	3.8	11	2	534	43
Motels	689	1,757	-5.7	-4.0	22	1	633	7
Vacation Rentals	307	854	4.3	5.8	19	2	234	20
27 Powell River								
Total - All accommodation types	**338**	**785**	**-1.1**	**-0.8**	**21**	**0**	**423**	**-5**
Total - Hotels	196	537	-13.7	-2.1	10	-1	281	-12
43 Mount Waddington								
Total - All accommodation types	**372**	**1,051**	**1.8**	**9.3**	**19**	**1**	**592**	**18**
Total - Hotels	182	540	-0.5	4.1	10	1	424	5
Mainland/Southwest								
09 Fraser Valley								
Total - All accommodation types	**4,241**	**10,570**	**14.3**	**16.0**	**70**	**-2**	**2,530**	**-17**
Total - Hotels	3,135	7,559	15.9	16.5	18	0	1,362	0
Motels	725	1,799	17.7	17.5	35	0	928	-1
15 Greater Vancouver								
Total - All accommodation types	**55,809**	**152,053**	**2.0**	**7.3**	**230**	**0**	**26,170**	**395**
Total - Hotels	52,593	143,008	2.1	7.4	157	-2	22,644	-201
251+ Rooms	26,020	71,641	-0.7	4.9	22	0	8,940	0
151-250 Rooms	11,082	30,555	1.9	10.6	26	0	5,061	0
76-150 Rooms	11,581	30,712	6.9	10.6	54	0	5,824	0
1-75 Rooms	3,910	10,100	8.2	6.6	55	-2	2,819	-201
Motels	1,541	3,888	8.6	8.3	32	-1	1,450	-38
Vacation Rentals	1,304	4,124	-9.5	0.9	18	1	489	-41
29 Sunshine Coast								
Total - All accommodation types	**394**	**916**	**-17.5**	**-11.2**	**18**	**-1**	**356**	**-7**
31 Squamish-Lillooet								
Total - All accommodation types	**32,937**	**97,477**	**4.7**	**6.6**	**90**	**-8**	**5,835**	**-1,590**
Total - Hotels	26,778	79,164	2.5	6.6	36	-9	4,475	-1,169
76+ Rooms	25,133	74,600	2.5	7.2	21	-6	3,972	-1,038
1-75 Rooms	1,645	4,564	2.1	-1.2	15	-3	503	-131
Vacation Rentals	5,005	15,074	14.3	4.9	30	0	891	-369
Miscellaneous	985	2,799	18.3	10.9	16	0	275	-62

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Mar-08	YTD 08	Mar-07	YTD 07	Mar-08	Mar-07	Mar-08	Mar-07
Thompson/Okanagan								
07 Okanagan-Similkameen								
Total - All accommodation types	**2,520**	**5,429**	**5.5**	**6.0**	**90**	**-3**	**2,794**	**-70**
Total - Hotels	1,254	2,901	8.3	5.3	15	-1	1,045	-47
Motels	723	1,565	13.9	12.1	53	-2	1,371	-25
Vacation Rentals	379	633	-15.1	-9.7	11	0	235	0
33 Thompson-Nicola								
Total - All accommodation types	**6,303**	**16,585**	**0.4**	**-3.1**	**124**	**-10**	**5,058**	**-386**
Total - Hotels	3,188	7,916	5.3	5.7	30	-4	2,029	-207
76+ Rooms	2,844	7,004	9.6	9.0	13	0	1,475	-3
1-75 Rooms	344	912	-17.9	-14.5	17	-4	554	-204
Motels	1,632	3,809	16.7	10.9	72	-3	2,134	-64
Miscellaneous	249	644	-34.7	-41.7	12	0	506	-3
35 Central Okanagan								
Total - All accommodation types	**6,495**	**19,015**	**-6.0**	**2.4**	**55**	**-5**	**3,668**	**-224**
Total - Hotels	4,088	11,204	-6.3	2.7	20	-1	1,941	29
Motels	690	1,667	-2.3	3.2	19	-1	896	-12
37 North Okanagan								
Total - All accommodation types	**2,694**	**7,698**	**6.9**	**5.7**	**38**	**-1**	**1,611**	**-29**
Total - Hotels	1,273	3,514	13.4	11.5	13	0	795	0
Motels	509	1,119	2.2	-2.6	17	0	544	-25
39 Columbia-Shuswap								
Total - All accommodation types	**4,529**	**12,103**	**5.1**	**7.3**	**92**	**0**	**3,106**	**5**
Total - Hotels	1,465	3,987	-11.4	-3.0	20	0	1,134	0
Motels	1,500	3,984	24.3	22.9	42	1	1,500	32
Miscellaneous	1,396	3,694	4.2	2.2	25	0	390	-10
Kootenay								
01 East Kootenay								
Total - All accommodation types	**6,072**	**18,660**	**-7.2**	**2.0**	**107**	**0**	**4,407**	**-42**
Total - Hotels	2,248	6,997	8.1	17.0	32	1	1,907	103
76+ Rooms	1,647	5,130	9.3	18.6	12	1	1,179	103
1-75 Rooms	602	1,867	5.2	12.7	20	0	728	0
Motels	673	1,872	8.6	0.3	34	-2	828	-60
Vacation Rentals	1,746	6,041	-26.6	-7.0	15	1	919	-79
03 Central Kootenay								
Total - All accommodation types	**1,690**	**4,429**	**2.2**	**2.6**	**62**	**-1**	**1,476**	**10**
Total - Hotels	853	2,291	-2.9	-0.0	16	0	743	-1
Motels	351	834	2.6	-4.4	26	0	496	-3
Miscellaneous	339	912	12.5	10.0	12	0	174	23
05 Kootenay Boundary								
Total - All accommodation types	**613**	**2,140**	**9.6**	**7.8**	**28**	**-4**	**631**	**-45**
Motels	215	648	7.8	6.3	20	-2	390	-30
Cariboo								
41 Cariboo								
Total - All accommodation types	**1,252**	**3,370**	**13.7**	**13.5**	**53**	**-8**	**1,833**	**-138**
Total - Hotels	415	1,068	19.1	15.0	10	0	520	9
Motels	727	1,975	12.2	16.6	29	-6	909	-132
53 Fraser-Fort George								
Total - All accommodation types	**3,268**	**8,299**	**0.1**	**4.8**	**52**	**-4**	**2,550**	**-66**
Total - Hotels	2,441	6,298	3.8	7.4	19	-1	1,489	-7
Motels	668	1,640	-12.1	-3.6	27	-3	941	-59

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Mar-08	YTD 08	Mar-07	YTD 07	Mar-08	Mar-07	Mar-08	Mar-07
North Coast								
47 Skeena-Queen Charlotte								
Total - All accommodation types	**627**	**1,762**	**-6.2**	**4.7**	**29**	**3**	**953**	**24**
Motels	186	488	5.3	11.6	10	10	323	-5
49 Kitimat-Stikine								
Total - All accommodation types	**942**	**2,341**	**10.6**	**21.7**	**32**	**-3**	**824**	**-25**
Motels	361	897	3.8	15.3	17	-2	415	-23
Nechako								
51 Bulkley-Nechako + 57 Stikine								
Total - All accommodation types	**797**	**1,983**	**-4.3**	**-1.9**	**42**	**-2**	**1,102**	**-62**
Motels	440	1,140	-5.7	1.2	24	-2	647	-74
Northeast								
55 Peace River + 59 Northern Rockies								
Total - All accommodation types	**7,331**	**18,802**	**-1.7**	**-2.3**	**66**	**3**	**3,458**	**261**
Total - Hotels	4,900	12,069	25.7	16.9	27	2	2,040	311
Motels	1,404	3,701	-43.8	-46.2	32	0	947	-58

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 4: Unadjusted Room Revenue by Urban Centre

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Mar-08	YTD 08	Mar-07	YTD 07	Mar-08	Mar-07	Mar-08	Mar-07
Vancouver Island/Coast	**21,577**	**51,668**	**-2.7**	**0.3**	**420**	**7**	**15,610**	**344**
Victoria (C)	9,380	21,713	-7.6	-4.8	79	-4	5,666	-173
Saanich Peninsula	720	1,905	-4.7	18.7	13	1	400	55
Other CRD	1,457	3,203	4.7	-0.0	63	1	1,994	19
Nanaimo (C)	2,009	5,214	-6.6	1.1	24	0	1,262	0
Port Alberni (C)	303	822	-9.5	-3.7	13	0	378	0
Comox Valley	1,177	3,248	8.3	13.3	13	1	493	34
Rest of Development Region	6,532	15,563	3.7	3.4	215	8	5,417	409
Mainland/Southwest	**93,380**	**261,016**	**3.4**	**7.3**	**408**	**-11**	**34,891**	**-1,219**
Downtown Vancouver (C)	31,823	86,390	0.2	6.9	75	-2	12,310	-166
Other Vancouver (C)	3,638	10,160	-0.4	5.5	33	0	2,875	0
Richmond (C)	10,289	29,287	2.9	7.8	23	-1	4,079	-25
Burnaby (C)	2,410	6,345	4.0	9.5	10	0	1,321	0
Other GVRD	7,640	19,850	9.3	8.6	85	0	5,558	577
Whistler (DM)	31,961	94,437	4.4	6.0	65	-8	5,119	-1,609
Rest of Development Region	5,620	14,546	11.4	16.4	117	0	3,629	4
Thompson/Okanagan	**22,540**	**60,831**	**0.6**	**2.5**	**399**	**-19**	**16,237**	**-704**
Penticton (C)	1,616	3,361	10.1	11.1	34	0	1,485	-7
Kamloops (C)	5,251	13,847	1.6	-1.9	63	-6	3,711	-256
Kelowna (C)	5,997	17,796	-8.6	0.5	45	-5	3,051	-215
Vernon (C)	2,653	7,561	7.1	6.1	32	0	1,480	-25
Revelstoke (C)	1,940	5,445	25.6	30.0	27	2	1,055	42
Golden (T)	1,396	3,646	-7.1	-10.7	31	-1	1,105	-20
Rest of Development Region	3,687	9,175	0.2	0.6	167	-9	4,350	-223
Kootenay	**8,374**	**25,229**	**-4.4**	**2.6**	**197**	**-5**	**6,514**	**-77**
Cranbrook (C)	708	2,105	7.9	8.5	19	0	917	0
Fernie (C)	2,406	7,743	-8.6	-1.8	23	-3	1,000	-71
Nelson (C)	590	1,720	-6.2	-2.1	14	-1	478	-45
Rest of Development Region	4,670	13,661	-3.5	5.0	141	-1	4,119	39
Cariboo	**4,519**	**11,669**	**3.5**	**7.2**	**105**	**-12**	**4,183**	**-204**
Quesnel (C)	248	693	9.4	13.8	12	-1	443	-24
Williams Lake (C)	434	1,176	15.2	16.2	10	-1	481	-55
Prince George (C)	2,545	6,387	5.7	10.2	28	-2	1,808	0
Rest of Development Region	1,293	3,413	-4.6	-1.7	55	-8	1,451	-125
North Coast	**1,569**	**4,103**	**3.2**	**13.7**	**61**	**0**	**1,777**	**-1**
Prince Rupert (C)	510	1,540	-7.4	8.5	15	0	762	1
Terrace (C)	543	1,429	15.9	24.0	12	0	417	3
Rest of Development Region	517	1,134	3.0	9.6	34	0	598	-5
Nechako	**797**	**1,983**	**-4.3**	**-1.9**	**42**	**-2**	**1,102**	**-62**
Smithers (T)	444	1,089	8.0	8.5	13	0	427	2
Rest of Development Region	353	894	-16.4	-12.1	29	-2	675	-64
Northeast	**7,331**	**18,802**	**-1.7**	**-2.3**	**66**	**3**	**3,458**	**261**
Dawson Creek (C)	1,585	3,926	34.1	27.5	16	2	649	133
Fort St. John (C)	2,198	5,786	-23.5	-30.7	13	-2	972	-65
Rest of Development Region	3,547	9,090	4.2	16.5	37	3	1,837	193

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,536	1,043,209	306,729	97,163	61,109	28,301	12,406	67,468	1,967,921
Annual growth rates									
2003	1.6	-4.8	3.7	0.6	-3.4	1.8	1.0	22.0	-1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	-1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.1	7.9	29.1	18.4	-7.0	8.4
Monthly data									
Mar-07	22,170	90,348	22,403	8,757	4,367	1,520	833	7,459	157,857
Apr-07	23,977	72,648	16,744	5,371	4,220	1,338	673	4,772	129,744
May-07	31,724	86,526	24,389	6,451	5,532	2,112	1,066	4,009	161,809
Jun-07	38,098	102,831	30,744	7,983	6,001	4,190	1,236	5,588	196,670
Jul-07	51,836	109,822	45,392	12,384	7,056	4,767	1,416	6,232	238,906
Aug-07	56,374	119,440	52,139	13,678	7,423	4,822	1,581	6,401	261,858
Sep-07	41,871	99,275	30,601	9,496	6,537	3,374	1,577	5,860	198,591
Oct-07	24,339	73,445	18,028	6,003	5,469	1,724	1,357	5,513	135,878
Nov-07	16,492	57,820	12,266	4,157	4,198	1,369	852	5,136	102,290
Dec-07	15,294	78,126	17,068	7,045	3,787	997	627	4,718	127,662
Jan-08	13,618	79,848	19,094	7,051	3,502	998	565	5,056	129,733
Feb-08	16,473	87,788	19,196	9,803	3,647	1,535	621	6,415	145,479
Mar-08	21,577	93,380	22,540	8,374	4,519	1,569	797	7,331	160,088
Year-over-year percent changes									
Mar-07	11.8	13.7	19.0	15.3	8.8	31.7	21.3	-5.1	13.2
Apr-07	9.9	11.3	10.4	6.8	0.1	29.3	23.2	-7.8	9.7
May-07	9.4	4.6	13.0	12.5	9.6	19.6	32.0	-13.0	7.0
Jun-07	8.6	3.6	17.0	19.6	6.6	35.3	11.8	-10.1	7.3
Jul-07	11.1	-1.2	9.8	13.2	2.1	32.4	16.0	-10.6	4.4
Aug-07	6.7	7.6	11.5	13.3	7.6	41.0	23.1	-6.7	8.6
Sep-07	9.6	6.1	8.9	11.8	4.1	26.4	19.4	-12.6	7.1
Oct-07	5.3	7.9	5.0	16.4	13.2	23.9	21.6	-6.0	7.3
Nov-07	6.0	3.9	13.0	28.8	15.8	17.3	17.9	-13.5	5.7
Dec-07	1.2	11.3	9.6	13.1	16.4	17.1	13.5	3.4	9.8
Jan-08	2.9	9.8	5.6	1.3	11.2	15.9	-3.9	-11.3	6.9
Feb-08	2.2	9.5	1.8	10.4	8.3	25.2	3.5	5.6	7.5
Mar-08	-2.7	3.4	0.6	-4.4	3.5	3.2	-4.3	-1.7	1.4

March year-over-year percent change

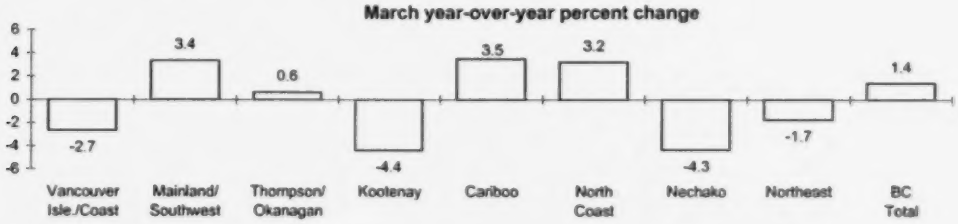


Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

Period	International							
	Total	USA			Overseas			
		Total*	Same-day	Overnight	Total	Asia	Europe	Oceania**
Annual data								
2003	7,335.3	6,137.4	2,580.7	3,556.8	1,197.8	577.6	410.1	124.8
2004	7,447.7	6,039.1	2,477.6	3,561.5	1,408.7	715.8	458.1	144.3
2005	7,224.8	5,751.0	2,314.5	3,436.5	1,473.8	723.5	493.7	157.1
2006	6,846.0	5,379.8	1,944.6	3,435.2	1,466.1	716.9	492.7	154.7
2007	6,576.8	5,062.0	1,767.3	3,294.7	1,514.8	699.3	519.0	175.4
Annual percent changes								
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9
2006	-5.2	-6.5	-16.0	0.0	-0.5	-0.9	-0.2	-1.5
2007	-3.9	-5.9	-9.1	-4.1	3.3	-2.5	5.3	13.4
Monthly data								
Apr-07	555	430	157	273	125	59	42	14
May-07	566	439	153	286	127	58	43	15
Jun-07	556	428	148	280	128	58	45	15
Jul-07	520	393	143	250	127	59	44	14
Aug-07	542	415	147	268	127	59	44	15
Sep-07	543	415	144	271	128	59	45	15
Oct-07	537	417	139	278	120	54	41	15
Nov-07	539	413	139	274	126	58	41	17
Dec-07	528	400	133	267	129	57	43	17
Jan-08	537	407	138	270	129	57	43	17
Feb-08	531	403	134	269	128	58	42	16
Mar-08	518	396	132	265	121	54	43	14
Apr-08	518	394	137	257	124	52	43	16
Month-over-month growth rates								
Apr-07	-1.8	-1.0	-0.3	-1.4	-4.4	-4.7	-4.3	3.6
May-07	2.1	2.1	-2.8	4.9	2.0	-1.5	3.1	7.1
Jun-07	-1.7	-2.4	-2.9	-2.2	0.8	-0.1	4.1	-4.0
Jul-07	-6.5	-8.3	-3.6	-10.8	-0.6	2.1	-1.4	-1.5
Aug-07	4.2	5.7	2.8	7.3	-0.2	-0.9	-0.4	2.2
Sep-07	0.1	0.0	-1.9	1.0	0.4	-0.2	1.2	0.7
Oct-07	-1.0	0.5	-3.9	2.8	-5.6	-8.9	-7.2	3.4
Nov-07	0.2	-1.1	0.2	-1.7	4.8	7.9	-2.2	9.4
Dec-07	-1.9	-3.1	-4.6	-2.3	1.9	-0.4	6.5	1.9
Jan-08	1.5	1.9	3.9	0.9	0.4	-1.1	0.7	-1.2
Feb-08	-1.0	-1.2	-2.8	-0.3	-0.6	1.7	-2.9	-5.7
Mar-08	-2.5	-1.6	-1.6	-1.6	-5.4	-6.1	2.0	-11.2
Apr-08	0.0	-0.6	3.9	-2.8	1.8	-3.5	0.5	16.6

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2003	14,322	7,267	3,815	3,241	1,183	8,263	21,348	2,480
2004	15,726	7,986	3,965	3,775	1,250	8,532	21,955	2,586
2005	16,419	8,348	4,107	3,964	1,318	8,539	21,791	2,635
2006	16,924	8,712	4,253	3,959	1,390	8,530	21,689	2,601
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690	2,730
Annual growth rates								
2003	-3.7	-2.1	-1.1	-10.0	7.4	-0.1	-0.9	-2.0
2004	9.8	9.9	3.9	16.5	5.6	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	-0.7	1.9
2006	3.1	4.4	3.6	-0.1	5.5	-0.1	-0.5	-1.3
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
Monthly data								
Apr-07	1,461	763	363	335	122	705	1,802	224
May-07	1,437	747	354	337	125	716	1,804	225
Jun-07	1,444	747	358	340	121	720	1,818	229
Jul-07	1,433	738	347	348	124	717	1,803	224
Aug-07	1,453	751	356	345	125	714	1,797	232
Sep-07	1,466	761	361	345	125	720	1,809	227
Oct-07	1,466	765	365	336	127	710	1,786	229
Nov-07	1,536	786	385	365	128	718	1,823	249
Dec-07	1,510	761	382	367	125	698	1,805	220
Jan-08	1,551	794	382	376	126	702	1,784	226
Feb-08	1,568	797	395	375	128	702	1,786	159
Mar-08	1,559	801	383	376	124	705	1,791	219
Apr-08	1,552	807	375	370	128	701	1,775	215
Month-over-month growth rates								
Apr-07	1.2	3.6	-0.3	-2.2	-0.6	-1.1	-0.5	-2.5
May-07	-1.6	-2.1	-2.7	0.5	1.8	1.5	0.1	0.3
Jun-07	0.5	0.1	1.1	0.9	-2.7	0.5	0.8	1.8
Jul-07	-0.8	-1.2	-3.0	2.5	2.2	-0.4	-0.8	-2.1
Aug-07	1.4	1.7	2.7	-0.8	0.8	-0.4	-0.3	3.5
Sep-07	0.9	1.3	1.2	-0.1	-0.2	0.8	0.7	-2.2
Oct-07	0.0	0.6	1.2	-2.5	1.8	-1.3	-1.3	0.8
Nov-07	4.7	2.7	5.4	8.6	0.8	1.1	2.0	8.7
Dec-07	-1.6	-3.1	-0.6	0.4	-2.3	-2.8	-1.0	-11.3
Jan-08	2.7	4.3	0.0	2.4	1.1	0.6	-1.2	2.5
Feb-08	1.1	0.5	3.5	-0.1	1.0	0.0	0.2	-29.6
Mar-08	-0.5	0.4	-3.2	0.2	-2.7	0.4	0.2	37.4
Apr-08	-0.5	0.8	-1.9	-1.8	3.5	-0.6	-0.9	-1.8

Table 8: Tourism Sector Indicators, Seasonally adjusted

Period	Employment in key industries in tourism sector ('000)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate (%)[3]	Room Rate ($)	Traveller accom-modation	Restaurant food[4]
Annual data								
2003	15.4	31.5	124.0	32.9	58.3	113.7	90.1	101.8
2004	15.5	31.5	125.8	35.4	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	35.7	63.9	116.3	80.0	106.7
2006	16.4	35.2	135.1	37.9	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	39.1	66.9	128.5	81.1	112.2
Annual Growth Rates								
2003	5.3	-0.4	3.3	2.7	-0.6	-2.8	-9.9	1.8
2004	0.4	0.1	1.5	7.8	3.0	1.8	-8.4	1.8
2005	1.9	4.5	2.4	0.8	2.7	0.5	-3.0	2.9
2006	3.7	6.9	4.9	6.3	1.7	4.9	-3.2	2.5
2007	1.9	1.6	4.5	3.0	1.2	5.4	4.7	2.6
Monthly data								
Apr-07	16.6	35.5	140.1	39.1	67.1	127.20	80.8	111.0
May-07	16.7	35.4	140.4	39.6	66.7	127.70	81.1	111.0
Jun-07	16.8	35.5	141.8	39.2	66.8	127.60	79.0	111.8
Jul-07	16.9	35.5	141.2	39.1	66.1	128.00	81.0	113.1
Aug-07	16.6	35.4	141.5	39.1	66.3	129.00	81.3	113.2
Sep-07	16.5	35.9	142.4	39.2	67.1	130.10	80.8	113.2
Oct-07	16.5	36.0	142.8	39.4	68.2	131.80	81.4	113.2
Nov-07	16.6	37.5	142.8	39.1	67.7	131.70	82.6	113.0
Dec-07	16.6	36.9	142.8	38.8	66.6	132.20	82.9	112.9
Jan-08	16.5	37.3	144.4	38.7	67.4	133.10	82.9	112.3
Feb-08	16.5	36.1	145.4	38.9	66.2	133.80	82.3	113.4
Mar-08	16.0	37.1	145.6	38.6	66.2	134.90	82.9	113.9
Apr-08	16.6	37.8	145.9	37.3	65.4	134.80	83.6	114.2
Month-over-month growth rates								
Apr-07	-0.7	0.1	0.3	0.5	0.6	1.0	0.0	0.1
May-07	0.1	-0.2	0.2	1.4	-0.4	0.4	0.4	0.0
Jun-07	0.8	0.1	0.9	-1.0	0.1	-0.1	-2.6	0.7
Jul-07	0.6	0.0	-0.4	-0.3	-0.7	0.3	2.5	1.2
Aug-07	-1.6	-0.3	0.2	-0.2	0.2	0.8	0.4	0.1
Sep-07	-0.5	1.6	0.7	0.4	0.8	0.9	-0.6	0.0
Oct-07	-0.1	0.1	0.3	0.4	1.1	1.3	0.7	0.0
Nov-07	0.4	4.3	0.0	-0.7	-0.5	-0.1	1.5	-0.2
Dec-07	0.0	-1.6	0.0	-0.8	-1.1	0.4	0.4	-0.1
Jan-08	-0.4	1.1	1.2	-0.2	0.8	0.7	0.0	-0.5
Feb-08	-0.3	-3.3	0.7	0.5	-1.2	0.5	-0.7	1.0
Mar-08	-2.7	2.7	0.1	-0.6	0.0	0.8	0.7	0.4
Apr-08	3.6	2.0	0.2	-3.6	-0.8	-0.1	0.8	0.3

[1]Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.
[2]Source: Pannell Kerr Forster and BC Stats.
[3]Occupancy Rate change expressed as percentage point change.
[4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1]					
	Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking places	Food Services	Total	Drinking places	Food Services
Annual data						
2003	6,318.0	567.7	5,750.3	38,569.6	2,516.8	36,052.8
2004	6,686.9	604.0	6,082.9	40,409.0	2,595.0	37,814.1
2005	6,888.8	554.4	6,334.4	41,817.7	2,577.3	39,240.4
2006	7,371.0	436.3	6,934.6	44,218.3	2,464.6	41,753.7
2007	7,606.7	482.4	7,124.3	45,559.8	2,379.5	43,180.3
Annual growth rates						
2003	4.1	7.2	3.9	1.4	0.6	1.5
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	-8.2	4.1	3.5	-0.7	3.8
2006	7.0	-21.3	9.5	5.7	-4.4	6.4
2007	3.2	10.6	2.7	3.0	-3.5	3.4
Monthly data						
Apr-07	623	x	x	3,723	200	3,523
May-07	630	36	593	3,765	200	3,565
Jun-07	625	39	588	3,774	201	3,573
Jul-07	618	42	577	3,778	203	3,575
Aug-07	631	x	x	3,771	203	3,568
Sep-07	635	43	593	3,857	199	3,658
Oct-07	647	x	x	3,887	194	3,693
Nov-07	645	48	599	3,856	191	3,664
Dec-07	635	49	585	3,838	192	3,646
Jan-08	652	x	x	3,918	191	3,727
Feb-08	659	x	x	3,926	192	3,734
Mar-08	637	x	x	3,878	192	3,686
Apr-08	655	43	609	3,974	195	3,779
Month-over-month growth rates						
Apr-07	-3.4	x	x	-1.4	-1.3	-1.4
May-07	1.1	x	x	1.1	0.4	1.2
Jun-07	-0.8	6.0	-0.8	0.2	0.4	0.2
Jul-07	-1.0	8.3	-1.9	0.1	1.1	0.1
Aug-07	2.1	x	x	-0.2	-0.1	-0.2
Sep-07	0.7	x	x	2.3	-2.0	2.5
Oct-07	1.8	x	x	0.8	-2.3	0.9
Nov-07	-0.2	x	x	-0.8	-1.6	-0.8
Dec-07	-1.7	1.3	-2.5	-0.4	0.4	-0.5
Jan-08	2.8	x	x	2.1	-0.5	2.2
Feb-08	1.1	x	x	0.2	0.7	0.2
Mar-08	-3.5	x	x	-1.2	-0.1	-1.3
Apr-08	2.9	x	x	2.5	1.5	2.5

[1]Source: Statistics Canada & BC Stats.

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

x = data not available

Explanatory Notes

Data Sources

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

Accommodation Categories

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

Fishing Lodges -- All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, marinas with accommodation and lodges offering the services of fishing guides.

Vacation Rentals -- Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

Miscellaneous -- Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

Seasonally Adjusted Data

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

Limitations

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the *Hotel Room Tax Act* and the Hotel Room Tax Regulations.

Room Counts

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

Suppression

The protection of confidentiality requires the suppression of categories not containing at least 10 properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

Revisions

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

Tourism Sector Monitor is prepared by BC STATS, Ministry of Labour and Citizens' Services, using data from the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

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